

**1. Discussion Objective:**

**Work Session Date:** November 18, 2013

To provide a monthly overview of the Parks and Recreation Departmental activities, revenues, expenditures participation and donations, including Cultural Resources, Parks, Recreation and Aquatics.

**2. Submitter of Information:**

- Council  
 Town Staff (Randy Norton, Parks and Recreation Director)  
 Town Attorney

**3. Estimated Time for this item:**

15 minutes

**5. Background:**

The November 2013 Parks and Recreation Department Report includes: Cultural Resources Narrative; Cultural Resources Daily Participation Count; Bay Oaks/Community Pool Narrative; Bay Oaks Daily Participation Count

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
					R.N.	

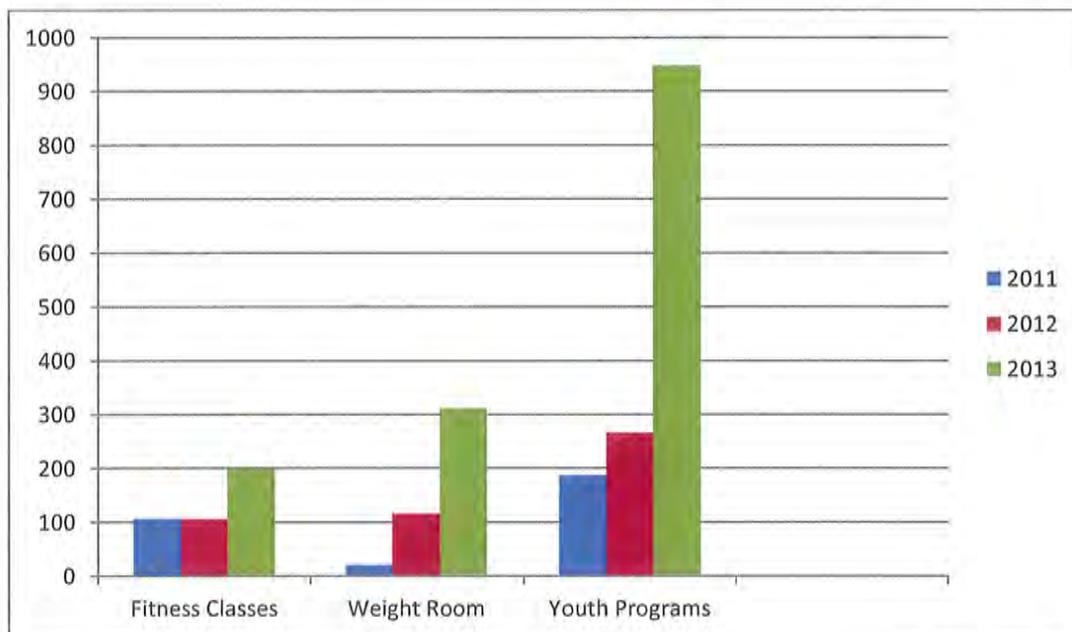
# Town of Fort Myers Beach

## Parks and Recreation Department Report

### November 2013

#### Administration

This past month I was reviewing BORC attendance and noticed some major improvements on the facility being used. In October 2011 we had a total patronage count of 1,595 patrons; in October of 2012 we had a total of 1,609 patrons, and in 2013 we had a record number with 2,995 patrons. In the below chart I have noted some of the patronage growth for select programs.



As of November 1<sup>st</sup> we have had 1,582 new members sign up for a varied amount of memberships since the every member a resident started January 1<sup>st</sup>.

#### Youth and Teen Program Report

##### Youth

##### Club Rec

Club Rec is open every regular school day from dismissal until 6:00pm. Club Rec is currently open to children grades K-5.

##### Club Rec Schedule

2:10pm-Pick up at Beach School Elementary

2:10pm-2:45pm: Designated homework/quiet time. (During this time all kids are required to do homework or quietly read study or draw.)

2:45pm-3:15pm: Free time.(Kids finished with all homework have a chance for supervised free time in the gym. Kids needing extra homework time can finish homework at this time.)

3:15pm-3:45pm: Snack/Play Works. (A snack and drink is provided to all Club Rec participants.)

3:45pm-5:00pm: Organized indoor/outdoor games and crafts.

5:00pm-6:00pm: Free time till pick up

#### **October Club Rec average participants:**

October 2011: Averaged 11 Club Rec Participants

October 2012: Averaged 12 Club Rec Participants

October 2013: Averaged 43 Club Rec Participants

#### **Fun Days**

Fun days are made available for children grades K-8 from 7:30am-6:00pm during the week when school is out, on non-holiday days.

-Friday October 11<sup>th</sup>, 2013: 18 participants.

#### **Parents Night Out**

Bay Oaks offers a night out for parents while children are being safely supervised in a fun and exciting environment at Bay Oaks Recreation Center. We have done this in both September and November and participation has been slow, but interest is strong.

#### **Events**

##### Fright Night

The 24<sup>th</sup> annual Family Fright Night was held on Friday October 18th. Doors opened at 6:00pm and closed at 9:00pm. We offered a kid friendly haunted house from 6:30pm-7:00pm, this gave some of our younger guest a chance to experience the haunted house. This years Haunted House had 8 different themed rooms. The costume contested started at 7:00pm with a total of 7 different age groups; Infant to 2 year olds, 3 to 5 year olds, Kindergarten and 1<sup>st</sup> grade, 2<sup>nd</sup> grade and 3<sup>rd</sup> grade, 4<sup>th</sup> and 5<sup>th</sup> grade, 6<sup>th</sup> thru 12<sup>th</sup> grades and adults. In addition to the Haunted House and Costume Contest we had a bounce house for the kids, over a dozen Halloween themed carnival games and announced the winners of the annual coloring contest. In all, the event went smoothly with a total of 750 participants, about 50 people shy of last year's record high of 800 people.

#### **Teens**

In October the teens took on the role of giving back to the community as volunteers. The teens helped staff decorate certain rooms in the Haunted House and also volunteered to work inside the Haunted House as actors. We have had averaged 6 teens per day use the teen room.

## **Athletic and Fitness Program Report**

#### **Athletics**

Adult Softball League- Softball season was completed on 10/27/13. 6 Total teams participated.

Youth Flag Football- Sign ups have begun. Registration ends 12/21/13. Season begins 1/4/14. \$25/player.

Youth Cheerleading- Is being coordinated again in conjunction with Youth Flag Football. This is a program that the county had about 8-10 years ago. It is being restored due to high interest by the youth participants and parents. Registration ends 12/21/13 and season begins 1/4/14. \$25/player.

Disc Golf League- Begins on 11/23 and will be played on Saturday mornings.

## **Fitness**

The new fitness class payment/sign in procedure has gone over extremely well. Instructors have been very compliant and have adjusted easily. There has been no negative feedback from patrons.

Yoga Pilates- Began the fall session on 10/1/13. Has seen steadily increasing participation.

RPM Spinning- Began fall schedule including Friday mornings. Class times changed from 9:00am to 8:00am to accommodate new classes. Class prices increased \$1 for members and non-members. Participation has gone up during the fall.

Senior RPM- Began the seasonal schedule on 10/2. Class times are Monday, Wednesday and Fridays @ 10:00am. Class prices increased \$1 for members and non-members. Classes are receiving regular participation from a few patrons with number to increase in the winter.

Body Pump- No scheduling changes. Class prices increased \$1. Monthly pass was replaced with a punch card system. Participation is steady with an average of over 7 patrons per class.

Abs Toner- A new class added on M/W/F at 9:15am. Class is taught by Body Pump/Spinning instructor.

Beach Body Boot Camp- Is a new outdoor, total body fitness and conditioning class on Tuesday and Thursday nights at 6:00pm. First class will be on 11/5/13.

Pilates- A new class added on Tuesday and Thursday nights at 7:00pm. Class is taught by Boot Camp instructor. First class will be on 11/5/13.

Yoga- A new class taught on Monday and Wednesday nights at 6:00pm. First class will be on 11/4/13.

Aerobics- Classes will begin on 11/4/13 and will be on M/W/F at 8:30am.

Line Dancing- Will begin on 1/2/14 and be held on Tuesday and Thursday at 9:00am

Zumba Gold- Will begin in January.

## **Senior Programs**

Out to Lunch Bunch: In October the Out to lunch Bunch went to Flippers on Ft. Myers Beach. 5 people attended.

Cats: On October 16<sup>th</sup> the BOSS program took a trip to see the play Cats at Broadway Palm Theatre. 6 people Attended.

We have recently seen a major upswing in BOSS participants attending regular senior programs like bridge, activities day, pickle ball etc., as well as a number of BOSS participants renew their membership. We are expecting Nov. and Dec. to have very good participation.

## **Aquatics Program Report**

Early/Late Lap Swim- Early Lap Swim continues to do well and we will keep this program going through November. We are averaging 5 participants on the Wednesday and Friday mornings starting at 7am. The Late

Lap Swim is struggling. We have added a water aerobics class at the same time as lap swim to better utilize that time slot.

Senior Swim- Senior Swim continues to be one of our highly utilized programs. We continue to average 10 members every Sunday from 10am-Noon. This program allows seniors 50 years old and over to use the pool before it opens on Sunday for lap swimming at a discounted rate of \$2.50.

Water Aerobics- Water Aerobics has slightly increased its average for the month of October up to 7 from 5 in September. This number will only continue to increase as we get further in to season. Regular Water Aerobics is every Monday, Wednesday, and Friday from 9am-10am.

CPR/AED- The community CPR classes are over for the year. There will be a free CPR demonstration at Bay Oaks on November 16<sup>th</sup> from 4pm-6pm. This is not an actual certification course, but participants will learn the basics of CPR and other usefully lifesaving techniques.

Aqua Zumba- Starting Wednesday, November 6<sup>th</sup>, the Fort Myers Beach Pool will be having Aqua Zumba classes every Wednesday from 10am-11am. Aqua Zumba brings the Zumba Fitness Experience to the water by adapting all the Latin moves to an aquatic fitness class. This class will tone your muscles and give you cardiovascular training while have a lot of fun.

High Impact Aerobics- Starting Wednesday, November 6<sup>th</sup>, the Pool will be having a night water aerobics from 6pm-6:45pm. This class will reoccur every Wednesday. This class is a more intense version of our normal aerobics classes for those patrons looking for a harder workout.\

Pool Closures- The pool will only be closed on Thanksgiving this year. We will be open the day after Thanksgiving and will be open for Veteran's Day. The pool will close on December 2<sup>nd</sup> until January 3<sup>rd</sup> for maintenance.

## Cultural Resources-November 2013

### Capital Improvements Projects

- 1) *Newton Park Signage*- An engineer's drawing of the entry sign will be required for permitting signs at Newton Park. Staff are working with Coastal Engineering Consultants for the drawing.
- 2) *Shell Mound Exhibit*-. Staff continue to work with Nouvir and StrongVision to remedy the lighting issues in the exhibit which include low level of light output by fixtures and malfunctioning relays. StrongVision is proposing a new lighting system for the exhibit rather than investing more into attempting to find a solution for the currently lighting system. Staff expect to receive the proposal by November 8<sup>th</sup>.
- 3) *Mound House Grounds Signage*- Final design, fabrication and installation is included in the contract with SEARCH, Inc.

### Educational Programming

- 1) October Participation:
  - a) Volunteer Hours: 120
  - b) Mound House Visitors: 335
  - c) Newton Beach Walk Visitors: 54
  - d) Mound House Donations: \$ 303.15
- 2) Classes and Tours
  - a) Paddle Boarding- Our paddle boarding lessons and tours are now offered on Thursdays. A free introduction is at 10a with an eco tour at 10:30a for \$50 per person.
  - b) Beach Yoga will resume on November 4<sup>th</sup>.
  - c) Yoga inside historic Seven Seas has continued through the summer and attendance has picked up in the past month.
- 3) Volunteers:
  - a) Manager met with volunteers on October 11th. Monthly volunteer meetings are the second Friday of each month. The next meeting is scheduled for November 8<sup>th</sup> beginning at 9am at Newton Park.
  - b) Four volunteers have offered to assist with planning a Viva 500 event for Mound House that is expected to take place in late Spring of 2014. The first planning meeting was on October 11<sup>th</sup>. The next meeting will be at Newton Park, beginning at 9:00am on November 15<sup>th</sup>.
  - c) Three individuals have filled out applications to become Mound House volunteers and are eager to get started. Training for these new volunteers will be scheduled once their background checks are done.
  - d) A field trip and training tour is scheduled for November 15<sup>th</sup> to visit to the Marco Historical Museum and Otter Mound on Marco Island.
- 4) Internship:
  - a) To learn more about how the STEM program is being used at Beach Elementary, Penny Jarrett and Jen Adams accompanied Beach Elementary School staff and the 5th grade students and Island Coast Natural Resource Academy students and staff on a water quality monitoring trip initiated and funded by the FMB Marine Resources Task Force.
  - b) Intern and Education Coordinator attended the Citizen Science and Service Learning STEM Workshop at FGCU on October 28<sup>th</sup>.

- 5) Environmental Learning Club
  - a) Staff are working with Fish Tale Marina to start an after school educational program for 4<sup>th</sup> and 5<sup>th</sup> graders. The program will give children and opportunity to explore the estuary from a boat and during a wading experience.
  - b) Club Rec participants at Bay Oaks Rec Center will be invited to participate.
- 6) Kayaking:
  - a) Kayak tours will be offered every other Saturday from Mound House for \$30 per person. The next tour is scheduled for November 9<sup>th</sup>.

### **SEARCH, Inc.**

Staff will begin working with SEARCH, Inc staff to develop the Museum Action Plan.

### **Grants and Reporting**

- 1) Division of Cultural Affairs, Cultural Facilities:
  - a) The next quarterly report is due January 31, 2014 for the grant period of July 1, 2013 to December 31, 2013.
- 2) The Florida Historical Commission has proposed that unfunded projects from 2013 be included on their 2014 list of projects recommended for funding. The Town's application for Special Category grant funding in the amount of \$333,614 is included this expanded list and will be considered for funding for the grant cycle to begin July 1, 2014.
- 3) Southwest Florida Community Foundation
  - a) Capacity Survey-Town staff, Mound House volunteers, and advisory board members are completing the surveys that were distributed by the Southwest Florida Community Foundation via email.
  - b) Capacity Grants- The survey is the first step in the application process for Capacity Grants which fund hiring a consultant for strategic planning, the development of fundraising/marketing plans, financial management or other areas as identified by the survey results.

### **Other Activities**

- 1) Mulching of the Mound House property was completed on October 2<sup>nd</sup>.
- 2) The next phase of meadow plant installation began on November 1<sup>st</sup>.
- 3) Due to recent issues with a strong odor in the shell mound exhibit, mold testing was completed and the results indicated that mold spores in the exhibit are at "low" levels. After opening the doors to the exhibit and running drying fans, the air in the exhibit is much drier.
- 4) The State issued a permit to Mound House for the installation of cotton plants. Cotton plants were installed on September 28<sup>th</sup>.
- 5) Education Coordinator, attended the Trail of Florida's Indian Heritage 2013 Annual Membership Meeting held at the Collier County Museum, Naples. The meeting provided an opportunity to network with other members.



Cultural Resources  
Participation  
October 2012

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>Mound House Tours</b>																															
General Tours	6	8			X			16	4			27			13	8			5			12	15			15			8	8	
Adult Group Tours																														18	
Youth Group Tours																															
Private Tours																															
<b>Mound House Kayak Tours</b>																															
Tour of the Back Bay																										X					
<b>Mound House Classes (Contracted)</b>																															
Paddle Board Intro																5															
Paddle Board Eco Tour																4															
<b>Mound House</b>																															
<b>Newton Park Eco Programs</b>																															
Beach Walk		7						4																					24		
<b>Newton Park Classes (Contracted)</b>																															
Seven Seas Yoga	1							3							3							7							5		
<b>Newton Park</b>																															

Cultural Resources  
Participation  
October 2012

Total	
	145
	18
	0
	163
	0
	5
	4
	335
	35
	19
	54